

Research articles and archives from 6,500+ publications

[Log in](#) | [Free trial](#) | [What's in a free trial](#) | [Help](#)



[Advanced search](#)

[Articles](#) > [Popular publications](#) > [Business Wire press releases](#) > [July-September 2003](#) > [Monday, September 15](#)



Article: Invoke Solutions Continues to Drive Innovation of Real-Time Market Research with Release of Dynamic Survey 3.0.

Article from: Business Wire Article date: September 15, 2003 [Copyright](#)

Ads by Google

[Survey Software](#)

Survey software to create surveys gather data and create reports

www.surveymethods.com

[מיתוג אסטרטגי - IraGinzburg](#)

יעוץ חכם לבחירת מיתוג מנצח מיתוג, תדמית לחברות בארץ ובעולם

www.iraginzburg.com

[Related articles](#)

For a limited time, enjoy this and other articles at HighBeam for free! If you like this article, share it on [Facebook](#), [LinkedIn](#), or [Digg](#). And don't forget to check out our [related articles](#) for even more information. -The HighBeam Team

Business Editors/High-Tech Writers

TENAFLY, N.J.--(BUSINESS WIRE)--Sept. 15, 2003

Dynamic Survey(SM) 3.0 strengthens real-time adaptability, insight

and collaborative decision making

Invoke Solutions(SM), Inc., a leading innovator of online marketing research solutions, today announced the availability of Dynamic Survey(SM) 3.0, the industry's breakthrough marketing research solution that further strengthens and blends the bond between qualitative and quantitative research with new real-time analytics and rich verbatim response processing.

Dynamic Survey 3.0 allows users that conduct extensive market research to go beyond the speed and cost benefits of Internet surveys and online focus groups and drive better insight and faster decision making. The result is a more comprehensive and confident market research decision.

"The development of Dynamic Survey 3.0 is a breakthrough in real-time analysis capabilities," said Sang Kim, Invoke Solutions. "These tools allow clients to dramatically improve their efforts in gaining real-time insight within a research session and probe further before the session is over. As a result, researchers are able to develop better collaborative decision making which strengthens the overall research process."

Dynamic Survey Release 3.0 was designed by working closely with customers to further drive real-time adaptability, insight and collaborative decision-making. In addition to an overall enhanced user experience, key new features include:

– Summary comparison view - Allows users to compare key concepts

and metrics within the session and across multiple sessions in

a project in real time;

– Keyword Coding view - Allows users to see the richest and most

representative verbatim responses in real time;

– Cross tabbing - Allows users to cross tab questions in real

time;

– Real-Time Stimuli Upload - Allows users to modify stimuli

based on real-time feedback, uploaded it into the system and

retest for further feedback.

"Dynamic Survey 3.0 allows us to complete our research projects faster, and more cost effectively than any other interactive online market research solution," said Sandra Clifford, General Mills. "By utilizing Dynamic Survey 3.0, we are able to get rich honest answers from over one hundred respondents in a

DESIGNPAX

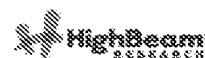
Your One Stop
Shop for
Online Design

DESIGNPAX

Your One Stop
Shop for
Online Design

FREE, 7-Day trial!

Did you enjoy this article?



Read *more* articles
with a **FREE** trial to
HighBeam Research.

Newsweek

Advertising Age

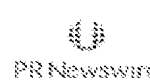
HARPERS



CRAIN'S
THE NEW YORK JOURNAL OF COMMERCE



**The
Washington
Post**



Access more than **80 million**
articles from the archives
of peer-reviewed journals,
magazines, newspapers,
news wires, and more.

Start a free trial today!

single evening in a manner that allowed us to immediately see the emerging trends and probe further."

About Invoke Solutions, Inc.

Founded as NetOnCourse Inc., Invoke Solutions(SM) is the creator of a revolutionary new marketing research solution that combines qualitative and quantitative methods in a single, real time solution. Invoke Solutions is focused on continuing to drive innovation in the marketplace that enables faster, interactive, collaborative decision making from rich consumer insight. Additional information about Invoke Solutions is available on the company website at <http://www.invoke.com/> or by calling (201) 227 9555.

**Read more articles like this
with a FREE trial**

Cite this article

Pick a style below, and copy the text for your bibliography.

MLA Chicago APA

"Invoke Solutions Continues to Drive Innovation of Real-Time Market Research with Release of Dynamic Survey 3.0."
Business Wire. Business Wire. 2003. *HighBeam Research*. 21 Oct. 2010 <<http://www.highbeam.com>>.

[Learn more about citation styles](#)

COPYRIGHT 2009 Business Wire. This material is published under license from the publisher through the Gale Group, Farmington Hills, Michigan. All inquiries regarding rights should be directed to the Gale Group. For permission to reuse this article, contact [Copyright Clearance Center](#).

Ads by Google

Online Market Research

High quality access panel resources Expertise for a reasonable price.

www.glares.com

Employee Surveys

Find Providers of Employee Surveys Your Business Solution Business.com

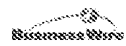
www.business.com

[Related newspaper, magazine, and journal articles:](#)



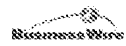
Article: Invoke Solutions Now Offers ...

Business Wire ; September 20, 2004 ; 700+ words ... CEO of **Invoke Solutions**. Key enhancements to **Dynamic Survey** 4.0 include ... Creator With **Dynamic Survey** 4.0, **Invoke Solutions** delivers ... imports into **Dynamic** ...



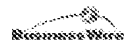
Article: Be Even More Certain about Your Decisions with ...

Business Wire ; June 15, 2004 ; 700+ words ... Research Session Highlight **Dynamic Survey** 3.1 **Invoke Solutions**(TM), a leading innovator ... announced the release of **Dynamic Survey** 3.1. **Dynamic Survey** ... Corey Torrence, CEO of ...



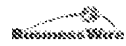
Article: Invoke Solutions Targets ...

Business Wire ; September 15, 2004 ; 700+ words ... to Run a **Dynamic Survey** Session in Spanish **Invoke Solutions**(TM) ... CEO of **Invoke Solutions**. "This release of **Dynamic Survey** in Spanish ... release of **Dynamic** ...



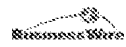
Article: Invoke Solutions Announces ...

Business Wire ; June 22, 2004 ; 700+ words ... demand for **Dynamic Survey**," said ... Torrence, CEO, **Invoke Solutions**. "We are ... enhancing **Dynamic Survey** will help ... About **Invoke Solutions**(TM) **Invoke** ... survey. ...



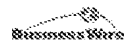
Article: Millward Brown Forms Partnership With Invoke ...

Business Wire ; July 22, 2003 ; 700+ words ... consultancy, and **Invoke Solutions** (formerly NetOnCourse ... research, will use **Invoke Solutions' Dynamic Survey**(sm) to expand ... partnering with **Invoke Solutions** in North America and using the ...



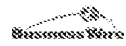
Article: Invoke Solutions Honored at ...

Business Wire ; September 21, 2004 ; 700+ words ... NEW ORLEANS -- **Invoke Solutions**(TM), a leading innovator ... online market research. **Invoke Solutions' Dynamic Survey** is one of four finalists ... Corey Torrence, CEO, **Invoke Solutions**. ...



Article: Invoke Solutions and ...

Business Wire ; July 20, 2004 ; 700+ words ... ve chosen Invoke and **Dynamic Survey** to help them understand ... Corey Torrence, CEO of **Invoke Solutions**. "Through **Dynamic Survey**, we are able to give ... questioning of a survey. **Invoke** ...



Article: Marriott Chooses Invoke ...

Business Wire ; August 30, 2004 ; 700+ words ... As a result **Dynamic Survey** delivers results ... projectable. About **Invoke Solutions**(TM) **Invoke** ... insight, **Invoke Solutions** developed **Dynamic Survey**, a unique ... a survey. ...

[See all results. Or, try our Advanced Search.](#)

Ads by Google

Healthcare C

Primary Competitive Intelligence Specialist in Healthcare Industry

www.fletchercsi.com/healthcare

Emotional Intelligence

Soft skills training materials to teach Emotional Intelligence skills


CorporateTrainingMaterials.com

Find articles, research, and archives



HighBeam™ Research, a part of The Gale Group, Inc. © Copyright 2010. All rights reserved.

[Home](#) [About us](#) [Customer support](#) [Group subscriptions](#) [Advertising](#) [Partnerships](#) [Privacy policy](#) [Terms and conditions](#)

The HighBeam advertising network includes: A series of small, stylized logos for various advertising networks, including recognizable ones like DoubleClick and others.